

Waste Connections
RECYCLE OLD ATHLETIC SHOES

For more information: www.nikereuseashoe.com

Worn out athletic shoes will be collected at the Community Share Fair on Sunday, September 18, 2005. This collection is being coordinated by Waste Connections Inc. in conjunction with event organizers. Old athletic shoes with no metal, including grommets and lace tips, will be provided to Nike's Reuse-A-Shoe program. Shoes of any brand will be ground up into a material called Nike Grind to be used in part in sports surfaces like basketball and tennis courts, tracks and playground surfacing. By recycling old sneakers, you can keep material from landfills, clean out your closet, and provide material that will be used to help make sports surfaces for kids and adults. Please no dress shoes, hiking boots, spikes or cleats. Usable shoes should be donated elsewhere for those in need. Nike also uses Nike Grind from recycled material in the footwear manufacturing process in FieldTurf fields.

Nike Reuse-A-Shoe is an integral part of NikeGO - Nike's long-term commitment to promote healthier lifestyles for kids through physical activity. Since its inception in 1993, the Nike Reuse-A-Shoe program has recycled more than 16 million pairs of shoes, and has helped donate over 170 athletic courts, tracks, fields and playground surfaces to communities around the world. For more information about Nike Reuse-A-Shoe and NikeGO, visit www.nikereuseashoe.com and www.nikego.com.

environment

[Strategy & Targets](#) : reuse-a-shoe

[Product Life Cycle](#)

[Our Workplace](#)

[Considered](#)

[Organic Cotton](#)

[Reuse-A-Shoe](#)

▪ [Global Overview](#)

▪ [Nike Grind](#)

▪ [Nike United States](#)

▪ [Nike United Kingdom](#)

▪ [Nike Japan](#)

▪ [Nike Australia](#)

[Air to Earth](#)

[Survey](#)

Consider what happens when the athletic shoes on your feet are ready to be retired. What if we came up with a way to keep old, tired and worn-out footwear out of landfills and converted them to basketball courts, tennis courts, athletic fields or running tracks?

We did. It's called the Nike Reuse-A-Shoe program.

Reuse-A-Shoe is a key component of Nike's *long-term commitment to waste elimination* by helping to close the loop on the life cycle of literally millions of pairs of old, worn-out or otherwise unusable athletic shoe material. Reuse-A-Shoe also plays an important role in Nike's long-term commitment to *help increase the physical activity of young people to improve their lives* by reusing this old athletic shoe material in new places for kids to play and be active.



 [READ MORE](#)

Last updated October 2004

© 2005 NIKE. All Rights Reserved

:: [global home](#)

:: [privacy](#)

 [nikebiz.com](#)